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BETTER BLOOMING BULBS

HEBERLING'S GLADIOLUS

CORN BELT GROWN

Incorporated

EASTON, ILLINOIS

(Return Postage Guaranteed if Not

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S

J. H. Heberling
President

Easton, Illinois, U. S. A.

J. S. Heberling
Secretary and Treasurer

JANUARY 1, 1950



MID-WINTER PRICE LIST

GREETINGS AND GOOD WISHES TO ALL OUR CUSTOMERS AND PROSPECTIVE CUSTOMERS. We sincerely hope that this has been a good season for you, and that you have many more of them. We have had a good growing season and are now starting the harvest of a quality crop of bulbs.

For the benefit of some who may not have known of us in the past, permit us to state that we have been in the business of growing Gladiolus commercially for 24 years.

Earlier in our career we made many display exhibits at the various shows, including the National Shows, and have received hundreds and hundreds of awards in ribbons and cups. We were also awarded the Century of Progress Gold Medal in Chicago, 1933, for the best commercial display of Gladiolus in competition with the world.

We are an old established firm offering quality stock, at fair prices with good service. We will not be happy with your order unless you are happy with our shipment. So let's work together.

VARIETIES

We offer only varieties that we have tested out and we have selected the following varieties from hundreds and hundreds tested in the past few years. We do not claim to have all of the newest varieties, but we do claim that what we offer are among the best to be had. With fair soil, plenty of sunshine and sufficient moisture our bulbs will produce for you some grand flowers. **PLANT 4 TO 6 INCHES DEEP, KEEP FREE OF WEEDS, MOSTLY SUNSHINE ALL DAY, AND WHEN YOU WATER THEM PUT ON PLENTY. ABOUT 1 1/2 INCHES EACH WEEK, AND SHOULD IT BE VERY DRY AT BLOOMING TIME GIVE THEM WATER TWICE A WEEK. THUS INSURING TALL SPIKES AND LARGE FLOWERS OF THE EXHIBITION TYPE.**

RETAIL PRICE LIST [PREPAID] Exhibition and Commercial

• 5 Bulbs at Half 10 Rate.

VARIETY	Per	Large				Medium				Small				Bulblets
		\$.50	\$.30	\$.15	Per	\$ 6	\$.25	\$.10	\$.05	Per	\$ 6	\$.25	\$.10	\$.05
ABIGAIL (Myers). One of the best lavenders. A super Minuet.	10	\$ 4.00	\$ 2.40	\$ 1.20	100	\$ 3.00								
ABNAKI (Funk). Rich bright orange on tall spike.	3	.25	.20	.15	10	.80	.40							
ALL GLORY (Toon). Large ruffled tangerine orange with royal purple blotch. Good propagator.	1	.50	.30	.20	10	4.00	2.40	1.20	.60	6	.25			
ALGONQUIN (Palmer). Bright red with long flower head.	3	.25	.20	.15	10	.80	.40							
ANNA MAE (Pommert). Pure white and very early.	3	.20	.15	.10	10	.60	.40			25	.25			
APRICOT GLORY (N.Z.). An extremely large clear apricot with eighteen buds. very standing.	1	1.00	.60	.30	10	4.80	2.60	1.20	.75	100	4.00			
BEACON (Palmer). Bright red, with cream throat.	3	.20	.15	.10	10	.60	.35							
BERNARDINE (Errey 45). Glowing scarlet exhibition variety opening up to ten large florets. Very good.	1	1.00	.60	.30	10	8.00	4.80	2.40	.75	12	.25			
BIG TOP (Rich). A very tall clear light pink with blotch. Seven inch Boreas. Immense.	2	.25	.20	.15	10	1.00	.50			100	4.00			
BIRCH RED (Rich 45). Large pure deep red. Good color, substance and habits. Tall spike 6 to 8 large flowers open, 18 buds. Very outstanding.	1	1.00	.75	.50	10	8.00	6.00	4.00	.75	15	1.00			
BLACK OPAL (Errey). One of the best dark reds.	3	.20	.15	.10	10	.60	.40							
BLUE BEAUTY. An outstanding blue. Exhibition and commercial.	3	.20	.15	.10	10	.60	.40							
BLUE LAGOON (Snyder). Tall, medium dark blue.	1	.75	.50	.30	10	.80	.40			5	.40			
BUCKEYE ERONZE (Wilson). A gorgeous, rich bronze.	2	.20	.15	.10	10	.80	.40			100	.25			
BUENA VISTA (Maj.). Tall, dark reddish purple.	2	.30	.20	.15	10	1.20	.60							
BUSHFIRE (Punich 47). A smoky old rose of great size. A tall heavy spike with 18 florets. Flowers five inches or more in size. Very good.	1	1.25	1.00	.60	10	10.00	8.00	4.80	1.00	100	.50			
BUTTER SCOTCH. Really a grand variety. A clean, clear buttercup color, large ruffled florets. We think it very good.	1	1.00	.75	.50	10	8.00	6.00	4.00	.75	100	6.00			
CAPEHEART (Winsor). Tall light, salmon pink. One of the best.	3	.20	.15	.10	10	.60	.40							
CASABLANCA (Maj.). Tall, creamy white, many open. Good.	3	.20	.15	.10	10	.60	.40							
CHAMOUNIX (Baerman). A grand cerise rose. Very good.	3	.25	.20	.15	10	.80	.50							
COMMANDER KOEHL (Pfizer). One of the best of the dark red varieties. Ruffled.	3	.25	.20	.15	10	.80	.50							
CONNECTICUT YANKEE (S-benetsky). A grand light pink with scarlet blotch. Long flower head and many open. Many times a prize winner.	1	.50	.35	.20	10	4.00	2.80							
CORAL GLOW (Ellis). A flashing orange. Good.	3	.20	.15	.10	10	.60	.40							
CORONA (Palmer). Large creamy white with rose picotee edge. Very good.	3	.20	.15	.10	10	.60	.40							
COVER GIRL (LaSalle). Tall pink, opens up to ten florets. Good.	2	.30	.20	.15	10	1.20	.60	.35	.20	100	.25			
CRINKLED CREAM (Ellis). A giant spike of rich light yellow. Ruffled.	3	.25	.20	.15	10	.80	.45			50	.25			
DAISY MAE (Ruble). Large orange pink with cherry blotch. Good.	2	.20	.15	.10	10	1.20	.75	.50	.25	20	.25			
DEBORAH SAMPSON (Scheer). A beautiful tall pink, almost self color. Large florets and excellent placement. Outstanding.	1	.60	.45	.30	10	5.00	3.60	2.40	.50	100	.50			
DREAM CASTLE (Lins). A most beautiful light pink.	1	.20	.15	.10	10	1.60	1.00							

PRICES

We are making attractive prices, and our bulbs are of the best. We will ship as early as possible, and your acknowledgement will advise shipping date.

SIZES

No. 1-1 1/2 inches in diameter or more. No. 4-3/4 inch to 1 inch.
No. 2-1 1/4 inches to 1 1/2 inches. No. 5-1 1/2 inch to 3/4 inch.
No. 3-1 inch to 1 1/4 inches. No. 6-less than 1/2 inch.

RETAIL SIZES

In retail list **LARGE** size bulbs are from 1 1/4 inches in diameter up and produce the largest and best spikes. **MEDIUM** size bulbs are from 3/4 inch to one inch in size, and produce some excellent spikes. **SMALL** bulbs are about 1/2 inch in diameter and some times produce flowers, but produce a large bulb for next season, and generally produce more bulbets than a large bulb. The large bulbs are the ones to plant for **EXHIBITION SPIKES**.

WHAT OTHERS SAY

Paterson, N.J.

Dear Sir: Received my order of bulbs today (Sat., Dec. 17) and am well pleased. I checked my order against another catalog and your prices were much lower. Thanks very much for the extras and also for the large size bulbs of Leading Lady (my favorite). I hope that I can grow them as well as these bulbs look. Yours truly, C. G.

VARIETY	Per	Large				Medium				Small				Bulblets
		\$.50	\$.30	\$.15	Per	\$ 6	\$.25	\$.10	\$.05	Per	\$ 6	\$.25	\$.10	\$.05
ELIZABETH THE QUEEN (White). Beautiful light lavender. Probably the best exhibition and commercial lavender.	3	.20	.15	.10	10	.75	.50	.20	.10	10	.25			
ETHEL CAVE COLE (Cave). An unequalled light pink.	3	.20	.15	.10	10	.60	.40	.25	.15	10	.25			
FAIR ANGEL (Hatch). Large creamy white. Highly ruffled.	3	.25	.20	.15	10	.70	.40	.25	.15	10	.25			
FLORA FARMER (Quackenbush).	3	.20	.15	.10	10	.60	.40	.25	.15	10	.25			
GAY LADY (N.Z.). A tall slender spike, good form and placement. Lilac mauve with white blotch. We like it very much. 18 buds.	1	.40	.25	.20	10	3.20	2.00	1.00	.50	100	.35			
GENHIS KAHN (Scheer). Rich, intensely ruffled pink.	1	.25	.20	.15	10	2.00	1.00	.50	.25	100	.25			
GOLDEN ARROW (Pruett-Bastian). A very good pure light yellow. It has much merit.	1	.50	.30	.20	10	4.00	2.40	1.20	.75	100	.30			
JUNIE BELLE (Europe). New commercial white. Good color and spike.	2	.25	.20	.15	10	1.00	.60	.30	.20	100	.25			
KAWATIHI (Popich). It is a beautiful clear cream with picotee edge of pink. One of the most strikingly beautiful Glads I have ever seen. Thus far no disease and expect it to supersede Corona. A grand variety. Bulblet production good. They germinate. We predict it will go far.	1	.00	.50	.30	10	8.00	6.00	4.00	1.00	100	.75			
KING ARTHUR (A.A.A.). A very popular ruffled lavender.	3	.20	.15	.10	10	.60	.40	.25	.15	10	.25			
KING CLICK (Wilson). An immense red. Long flower head.	2	.20	.15	.10	10	.80	.50			10	.25			
KING LEAF (Palmer). Intensely ruffled tall purple. Very good.	3	.20	.15	.10	10	.60	.40	.25	.15	10	.25			
KING WILLIAM (Schepetsky). Large outstanding pink. Extremely good.	3	.25	.20	.15	10	.70	.45	.25	.15	100	.40			
KITTY HAWK (Both 43). A delicate tall lavender. Slender plant that makes a good showing of excellent flowers. Good producer.	1	.40	.30	.20	10	3.20	2.40	1.60	1.00	100	.40			
LADY JANE (Lake). Probably the best cream to date. Excellent.	3	.20	.15	.10	10	.60	.45			10	.25			
LANTANA (Palmer). Very rich orange with yellow throat. Ruffled.	3	.25	.20	.15	10	.70	.45			10	.25			
LAVENDER & GOLD (Baerman). Very beautiful decorative light lavender with gold throat. Tall with long flower head.	3	.25	.20	.15	10	.70	.45	.25	.15	100	.25			
LAVENDER PRINCE (LaSalle). Tall and very rich lavender, of the darker shade. Very good.	2	.30	.25	.20	10	1.20	.80	.50	.30	100	.25			
LEADING LADY (Johnson). Probably the most outstanding of all cream whites. A great prize winner.	3	.25	.20	.15	10	.75	.50	.25	.20	100	.25			
MAID OF ORLEANS. Very popular commercial white.	3	.20	.15	.10	10	.60	.35			10	.20			
MARGARET BEATON. One of the largest of all Gladiolus. Immense white with blotch.	3	.20	.15	.10	10	.60	.30			10	.20			
MARGARET FULTON. One of the most reliable early pinks.	3	.20	.15	.10	10	.60	.30			10	.20			
MARITHA DEANE (Guille). A tall light yellow, exceptionally good this season.	1	.30	.20	.15	10	2.40	1.40			10	.20			
MOTHER KADEL (Kadel). Not a large variety but probably the best pure color in yellow.	3	.20	.15	.10	10	.60	.30			10	.20			
OCTOBER SUNSHINE (Quackenbush). A light orange self. A splendid variety. Very good.	1	.75	.50	.30	10	6.00	4.00	2.00	1.00	100	.30			
OLIVE MARIE BROWN. Rich bronzy yellow prim. Prize winner in its class. We like it very much.	3	.20	.15	.10	10	.60	.33			10	.20			
OREGON GOLD (Maj.). A very large and very good light yellow. Ruffled.	3	.25	.20	.15	10	.70	.40			10	.25			
ORIENTAL PEARL (Carlson-Puerner). A giant clear cream with up to 24 buds.	2	.30	.20	.15	10	2.40	1.20	1.00	.25	100	.25			
PANDORA (B. Palmer). A very outstanding light pink.	3	.25	.20	.15	10	1.00	.50			10	.25			

Order Early

(OVER)

